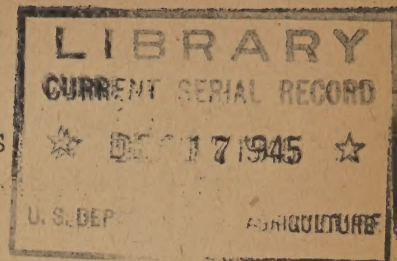


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U. S. Department of Agriculture
Extension Service
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MONTHLY REPORT OF SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
For October 1945



Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

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*This section does not include activities which support specific programs.

I. ANTI-INFLATION

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
(a) OPA building cost program.
- (2) Weekly Letter to Extension Directors, Oct. 12, re:
(a) OPA prices instead of ceiling prices.
(b) New OPA live hog program.
(c) Livestock subsidies lifted.
(d) Corn ceiling not to be increased.
- (3) Weekly Letter to Extension Editors, Oct. 9, re:
(a) Noted (New Way to Price Land, by Frank Jeter, October issue of Farm Journal).

II. COTTON

Completed

- (1) Weekly Letter to Extension Directors, Oct. 12, re:
(a) Group conferences in South.
- (2) Weekly Letter to Extension Directors, Oct. 19, re:
(a) Regional cotton programs.
- (3) Cooperated in planning three regional meetings of extension workers in the South to discuss 7-step cotton program. These will be held in November.

In preparation

- (1) Leaflet, 7-Steps That Will Help You Face the Future with Cotton.
- (2) Cooperated with BAE in preparation of flyer, "Looking Ahead With Cotton," for extension agents and leaders (in press).
- (3) Plans for coordinated information support of 7-step cotton program.
- (4) USDA movie, outlining cotton farming methods.
- (5) Two kits of materials, which will include background situation and objectives of program--one for use by press, and the other for county agents and leaders.
- (6) Leaflet, Facts About Cotton and Southern Farming, for county agents.

III. 8-POINT DAIRY PROGRAM

Completed

- (1) Prepared special letter to extension directors explaining 8-point program for 1946.
- (2) Met with Office of Information and other interested agencies regarding proposal of Milk Producers Association to finance milk distribution film.
- (3) Assisted in preparation of radio script on dairying for broadcast over Station WLW, Oct. 20.

IV. FARM LABOR

Completed

- (1) Prepared USDA press release on farm labor placements for first 8 months of 1945.
- (2) Prepared farm labor portion of Secretary's annual report.
- (3) Cooperated in preparation of statement for presentation to House Appropriations Committee, considering 1946 farm labor appropriation.
- (4) Weekly Letter to Extension Directors, Oct. 19, re:
 - (a) The farm labor program.
 - (b) 1946 farm labor bill introduced.
- (5) Weekly Letter to Directors, Oct. 26, re:
 - (a) Farm labor hearings.
- (6) Weekly Letter to Extension Editors, Oct. 30, re:
 - (a) VFV folder distribution in South Carolina.
 - (b) Labor-saving shows.
- (7) October Extension Service Review stories:
 - (a) Georgia Boys Study Farm Machinery.
 - (b) Peach Picking Plus.
- (8) Arranged for publication of story about Texas migratory farm labor reception center program by the Saturday Evening Post.

V. FARM SAFETY

VI. FAT SALVAGE

Completed

- (1) Weekly Letter to Extension Directors, Oct. 26, re:
(a) Third annual fat salvage report.
- (2) Salvage Fat Is Still Needed, article for October issue of Extension Service Review.

VII. FIRE PREVENTION

Completed

- (1) Attended USDA Safety Council meeting, and reported on progress of 1945 program.
- (2) Weekly Letter to Extension Directors, Oct. 5, re:
(a) Fire Prevention Week broadcast.
- (3) October Extension Service Review item on Fire Prevention Week.

VIII. FOOD PRODUCTION

Completed

- (1) Weekly Letter to Extension Directors, Oct. 12, re:
(a) October 1 BAE crop report.

IX. 4-H CLUB WORK

Completed

- (1) Weekly Letter to Extension Directors, Oct. 26, re:
(a) Spotlight on 4-H Achievement Week, Nov. 3-11.
- (2) Weekly Letter to Extension Editors, Oct. 2, re:
(a) Coverage of 4-H Congress planned.
- (3) Weekly Letter to Extension Editors, Oct. 9, re:
(a) TFT to carry 4-H short.
- (4) Weekly Letter to Extension Editors, Oct. 16, re:
(a) 4-H stories wanted.
(b) 4-H achievement on National Farm and Home Hour, Nov. 3.
- (5) Weekly Letter to Extension Editors, Oct. 23, re:
(a) 4-H Club Congress coverage talks.
(b) That enclosure on Blue-Ribbon steaks.
- (6) Weekly Letter to Extension Editors, Oct. 30, re:
(a) Assistant Secretary Brannon speaks on 4-H achievement.

IX. 4-H CLUB WORK
(Cont'd.)

Completed

- (7) Extension Service Review items and stories for October:
 - (a) 4-H Demonstrates Farm Forests.
 - (b) 103 Members Make 516 Garments.
 - (c) Georgia Boys Study Farm Machinery.
 - (d) Representing the Rural Youth of Cuba.
 - (e) 4-H Statistics.
 - (f) Water Safety Course.
 - (g) Silver Anniversary.
 - (h) 4-H Achievement Awards.
 - (i) Let's Be Good Neighbors.
 - (j) Illinois 4-H Clubs War Memorial.
 - (k) 4-H Congress in Color.
- (8) Furnished background material and photographs to Farm Journal, for their October article, Visiting a 4-H Club.
- (9) Supplied photographs depicting various phases of 4-H Club work to Bernice Wheeler for use in publicizing 4-H Club Congress.
- (10) Furnished 4-H photographs to National Committee on Boys and Girls Club Work for use in publications.

In preparation

- (1) Information program to support 4-H postwar program.
- (2) Series of kodachrome slides on 4-H leadership, Washington County, Md., in cooperation with Milo Downey, Maryland 4-H Club leader.
- (3) Fact sheet for 4-H Club guideposts.
- (4) Preparation of exhibit in cooperation with 4-H Club staff for display at Club Congress.

X. GOOD NEIGHBOR RELATIONS

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
 - (a) 21 Chinese students now in field.
- (2) Weekly Letter to Extension Editors, Oct. 2, re:
 - (a) Recognition of emergency war workers.
- (3) Weekly Letter to Extension Editors, Oct. 30, re:
 - (a) Add: Background on Chinese training program.

X. GOOD NEIGHBOR RELATIONS
(Cont'd)

Completed

- (4) Extension Service Review articles for October:
 - (a) The Spirit of Caracas.
 - (b) Demonstrations Mean the Same the World Around.
 - (c) A Trip to West Africa.
- (5) Supplied background material on Chinese student training program to Look Magazine.

XI. HOME DEMONSTRATION WORK

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
 - (a) Massachusetts HDA Organization study.
- (2) Weekly Letter to Extension Editors, Oct. 2, re:
 - (a) Information problems discussed by home demonstration leaders.
 - (b) Home demonstration stories--Review.
 - (c) Noted (Job Methods Training for Housewives, by Marjorie Merritt, September issue of Forecast magazine).
- (3) Weekly Letter to Extension Editors, Oct. 16, re:
 - (a) The Extension clothing story.
- (4) Weekly Letter to Extension Editors, Oct. 23, re:
 - (a) Mademoiselle features home demonstration agent.
- (5) Worked with editor of Mademoiselle magazine in collecting material and visiting home demonstration agent for article in October issue on home demonstration agent.
- (6) Arranged for Beth Cummings of Farm Journal to visit Maryland home demonstration agent.
- (7) Resume of significant developments in consumer movement supplied Harold Green of Printer's Ink.
- (8) Articles and items in October Extension Service Review:
 - (a) Cookies by the Truckload.
 - (b) Furniture repair clinic.
 - (c) Rural Medical and Health Facilities.

XII. HOME FOOD PRESERVATION

Completed

- (1) October Extension Service Review articles:
 - (a) No Peaches Wasted.
 - (b) Canning Caravan Tours New York.

XIII. LOCAL LEADERS

XIV. NEGRO EXTENSION WORK

Completed

- (1) Weekly Letter to Extension Directors, Oct. 26, re:
(a) Extension work among Negroes, 1944-45.
- (2) Edited and duplicated annual report of Negro extension work.
- (3) See X, item 4 (c).

XV. NUTRITION AND HEALTH

Completed

- (1) Weekly Letter to Extension Directors, Oct. 19, re:
(a) Progress in hospital care surveys.
- (2) See XI, item 8 (c).

XVI. OLDER YOUTH

Completed

- (1) Division representative attended youth section of American Country Life Association, Jackson's Mill, W. Va., for the purpose of conferring with extension workers present, and gathering information for stories for release in Extension Service Review and other media.
- (2) Weekly Letter to Extension Directors, Oct. 19, re:
(a) Older rural youth progress.

XVII. PLANNING

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
(a) Eyes on postwar problems at regional conferences.
- (2) Weekly Letter to Extension Directors, Oct. 19, re:
(a) Three keys to reconversion.

In preparation

- (1) Extension information program to support postwar planning.

XVIII. PUBLICATIONS

Completed

- (1) Weekly Letter to Extension Editors, Oct. 2, re:
(a) Readability rules.
- (2) Weekly Letter to Extension Editors, Oct. 9, re:
(a) Columbia Workshop report.
- (3) Weekly Letter to Extension Editors, Oct. 23, re:
(a) Add: Review study.
- (4) Weekly Letter to Extension Editors, Oct. 30, re:
(a) Color that counts.
(b) Color plates available.
- (5) Conducted Extension Service Review reader survey among extension workers attending West Virginia annual extension conference, week of October 14.
- (6) Prepared six letters to State publication distribution officers, bringing them up to date on Department publications, announcing new ones, and revision of old ones.
- (7) Arranged for the distribution of the following publications in quantities to State extension services:
 - (a) 1945-46 World Food Situation.
 - (b) Background Statement on UNNRA Rehabilitation Program in Livestock in Europe and China.
 - (c) Farmer Jones' Timber Crop.
 - (d) The Genetics, Physiology, and Economic Importance of the Multi-nipple Trait in Sheep.
 - (e) Foods Enriched.
 - (f) Will Making Concrete Blocks Pay in Your Community.
 - (g) Farmers Future and the Price Control Program.
 - (h) Price Control and Reconversion.
 - (i) Feed Mixtures for Chicks.
 - (j) The Lily Weevil in the Pacific Southwest.
 - (k) Blue Mold Control in Tobacco.
 - (l) Marketing and Manufacture Margins for Tobacco.
 - (m) Lespedeza Culture and Utilization.
 - (n) Cauliflower (supply and recipes).
 - (o) What Peace Can Mean to the American Farmer.
 - (p) The Work of FAO.
 - (q) Improving Pastures and Grazing Land for the Northeastern States.
 - (r) Canker Stain of Plane Trees.
 - (s) Prewar Patterns of World Production and Consumption of Plant Foods in Fertilizers.
 - (t) Judging Mountain Meadow Range Conditions in Eastern Oregon and Washington.
 - (u) Cabbage Comes to Lunch and Dinner.
 - (v) Is This Trip Necessary?
 - (w) 4th Reconversion Report.

XVIII. PUBLICATIONS
(Cont'd.)

Completed

- (8) In response to 1,323 requests for publications received from State and county extension workers, 1,495,605 copies were supplied. 50,985 sheets of material were duplicated during the month for extension use.
- (9) 169 duplicating jobs were edited by the Editorial Unit during the month, which consisted of 853 pages.

In preparation

- (1) The Agricultural College Extension Editor, a composite view of his objectives, functions, relationships, and responsibilities.
- (2) Plans for follow-up action with the States on the publications workshop.

XIX. RADIO (General)*

Completed

- (1) Weekly Letter to Extension Editors, Oct. 2, re:
(a) USDA transcription.
- (2) Weekly Letter to Extension Editors, Oct. 9, re:
(a) John Baker--new radio chief.
(b) Add: Farm and Home Hour.
(c) "Clear Channel" hearings moved up to January.
(d) FM engineering standards.
- (3) Weekly Letter to Extension Editors, Oct. 16, re:
(a) Radio hearings.
(b) Jeter adds daily broadcast to busy schedule.
(c) Extension teaching by radio.
(d) USDA transcriptions.
- (4) Weekly Letter to Extension Editors, Oct. 23, re:
(a) Analysis of TFT questionnaire returns.
- (5) Weekly Letter to Extension Editors, Oct. 30, re:
(a) New farm radio show.
(b) USDA transcription.

In preparation

- (1) Revision of radio handbook for extension workers (in press).

*This section does not include activities which support specific programs.

XX. REHABILITATION OF WAR-TORN COUNTRIES

In preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries.

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
(a) New veteran ruling made.
- (2) Weekly Letter to Extension Directors, Oct. 12, re:
(a) New veteran ruling.
(b) Second term begins at Shrivenham.

In preparation

- (1) Information program for extension cooperation in support of veterans on the land.

XXII. VICTORY GARDENS

Completed

- (1) Weekly Letter to Extension Editors, Oct. 9, re:
(a) Interest high in institute garden contest.

XXIII. VISUAL AIDS (General)*

Completed

- (1) Weekly Letter to Extension Editors, Oct. 9, re:
(a) Wisconsin produces poultry color film.
- (2) Weekly Letter to Extension Editors, Oct. 16, re:
(a) Wisconsin displays Ackerman exhibit.
(b) For those letters on DDT (cartoon spots).
- (3) Weekly Letter to Extension Editors, Oct. 23, re:
(a) Add: Ackerman exhibit.

In preparation

- (1) Extension program for production of window displays.
- (2) Handbook on visual aids (illustrated).

*This section does not include activities in support of specific programs.

XXIII. VISUAL AIDS (General)*
(Cont'd.)

In preparation

- (3) Organizing a County for Extension Work, Claiborne County, Tenn., motion picture. Completing and distributing motion picture filmed by County Agent C. W. Davis.
- (4) Filmstrip series presenting in a simplified manner points on:
 - (a) Preparing effective circular letters.
 - (b) Hints on home-made posters.
 - (c) Hints on radio presentation.
 - (d) News-writing hints for volunteer reporters.
 - (e) Ideas on visual presentation (all types of visual aids).
 - (f) Home-made charts and graphs to interpret talks.
 - (g) How information and visual aids can strengthen your program.
- (5) Slidefilm presenting in a simplified manner hints on better photography for county extension agents with inexpensive photographic equipment.

XXIV. WORLD SECURITY ORGANIZATION

Completed

- (1) Weekly Letter to Extension Directors, Oct. 5, re:
 - (a) Educational and Cultural Organization.
 - (b) FAO conference at Quebec, Oct. 16.
- (2) Weekly Letter to Extension Directors, Oct. 19, re:
 - (a) Director Wilson in Quebec.
 - (b) Reports on FAO conference.
- (3) Weekly Letter to Extension Directors, Oct. 26, re:
 - (a) Dean Deering heads FAO-Extension committee.
- (4) Weekly Letter to Extension Editors, Oct. 9, re:
 - (a) International education in the American way to continue.
- (5) Weekly Letter to Extension Editors, Oct. 23, re:
 - (a) More about Canadian film, "Now the Peace."

XXV. MISCELLANEOUS

Completed

- (1) Prepared radio script on Extension Service for foreign broadcast by Director Wilson.

*This section does not include activities in support of specific programs.

(XXV. MISCELLANEOUS
(Cont'd.)

Completed

- (2) Division staff members participated in quarterly extension staff conference.
- (3) Read and reviewed, for Extension Service Review, If the Prospect Pleases, by Ladd Haystead.
- (4) Read and reviewed, for Extension Service Review, A Chinese Village, by Martin Yang.
- (5) Weekly Letter to Extension Directors, Oct. 5, re:
 - (a) W. A. Lloyd in hospital.
 - (b) October Beltsville visit.
 - (c) FCA honors Dr. Warburton.
 - (d) Reports on domestic and foreign food supplies.
- (6) Weekly Letter to Extension Directors, Oct. 12, re:
 - (a) War surplus property.
 - (b) Plans for rural church program.
 - (c) Victory loan film program.
 - (d) Dr. Baldwin appointed Wisconsin dean.
 - (e) A visit from Steve Debnam.
 - (f) Extension man heads Ames USDA club.
- (7) Weekly Letter to Extension Directors, Oct. 19, re:
 - (a) Visitors report Mr. Lloyd improving.
 - (b) Recent changes in PMA.
 - (c) Organization and Policy Committee meeting.
 - (d) Boston rural home remodeling conference.
 - (e) Miss Rye reports on work here.
 - (f) Monthly round-up of foreign agricultural news.
- (8) Weekly Letter to Extension Directors, Oct. 26, re:
 - (a) Extension Organization and Policy meeting.
 - (b) Appropriation-recission bill passes House.
 - (c) Assistant Director Nichols of Tennessee dies.
 - (d) Census releases and difficulties.
 - (e) Western directors conference, Nov. 8-10.
 - (f) A significant editorial on Extension.
 - (g) C. L. Chambers ill.
 - (h) A letter from A. B. Graham.
- (9) Weekly Letter to Extension Editors, Oct. 2, re:
 - (a) Report of Agricultural Economics and Rural Sociology Committee.
 - (b) Combined information operations to be studied in Wisconsin
 - (c) Lane lashes farm literature.
 - (d) Letter on victory loan.
 - (e) Mailing list request.
 - (f) Snapshots.
 - (g) Mule for sale.

XXV. MISCELLANEOUS
(Cont'd).

Completed

- (10) Weekly Letter to Extension Editors, Oct. 9, re:
 - (a) Local girl makes good.
 - (b) New Hampshire reorganizes information services.
 - (c) Add: Victory loan drive.
 - (d) Snapshots.
- (11) Weekly Letter to Extension Editors, Oct. 16, re:
 - (a) Comments called for.
 - (b) Cooperation appreciated.
 - (c) Research Achievement Sheets.
 - (d) Snapshots.
- (12) Weekly Letter to Extension Editors, Oct. 23, re:
 - (a) Round-up.
 - (b) Heard from.
 - (c) New addition to Kansas staff.
 - (d) Snapshots.
- (13) Weekly Letter to Extension Editors, Oct. 30, re:
 - (a) 16 mm. victory loan program to date.
 - (b) Accolade.
 - (c) Heard from.
 - (d) Snapshots.
 - (e) Noted (article by Louis Brackeen, Alabama, in October issue of Forecast).

In preparation

- (1) Annual Report of Cooperative Extension Work, 1945.
- (2) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.
- (3) Division conference clinic.
- (4) Plans for working out in cooperation with other divisions a report on the wartime accomplishments of the Cooperative Extension Service.

